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## EUROPEAN PATENT APPLICATION

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09.08.95 Bulletin 95/32⑦① Applicant : International Business Machines  
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⑥④ Digital information accessing, delivery, and reproduction.

⑥⑦ A digital data on-demand turnkey system at a customer premise wherein N number of servers provide for 100% of content distribution of remotely stored digitized information, which information may be previewed in real-time, and product incorporating selected digitized information can be manufactured on-site and within a short response time to a customer's request at a point of sale location. In a retail environment customers, at a point-of-sale location are able to exhaustively search and preview the content database using graphics-based touch screens at consumer kiosks. Previews including audio and video segments are made available. Prompting screens allow customers to make purchasing decisions by stipulating content which is available from any number of categories of subject matter including music. Content can be identified by album, artist or partial portions of material within the content of the totality of the work. The selected media for the manufacture and production of the digital data may be from a myriad of different selections and can include CD's, cassette tapes, CD

ROM technology, reel-to-reel tapes, and video disks, as an example. Since the system is adaptable to having an unlimited number of servers, strategic and economic networking is accomplished to allocate proportionally the preview material as well as the total content of a specific work at the respective servers depending, in particular, on the popularity of the content and the costs of transmission. A master server will be situated geographically so as to be accessible to chain and network subservers. Its geographic and networked location is dependent upon communication network systems and subsystem costs and availability in order to best serve a customer's premise, whether it be a retail store or similar point-of-sale or other end-user location. The strategy of allocating the content between the servers, preview and for the final manufacturing process for a particular work, is done so as to eliminate the need for any in-store inventory of, for example, an artist's composition regardless of format. Security mechanisms that require centralized database

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authorizations prior to the transmission of content and/or the manufacture of any of the products is provided in addition. The systems provides simplified financial and accounting services. The total authorization, accounting and management reporting and marketing system collects and maintains data useful to the retailer and the content data owners or managers, such as label companies.

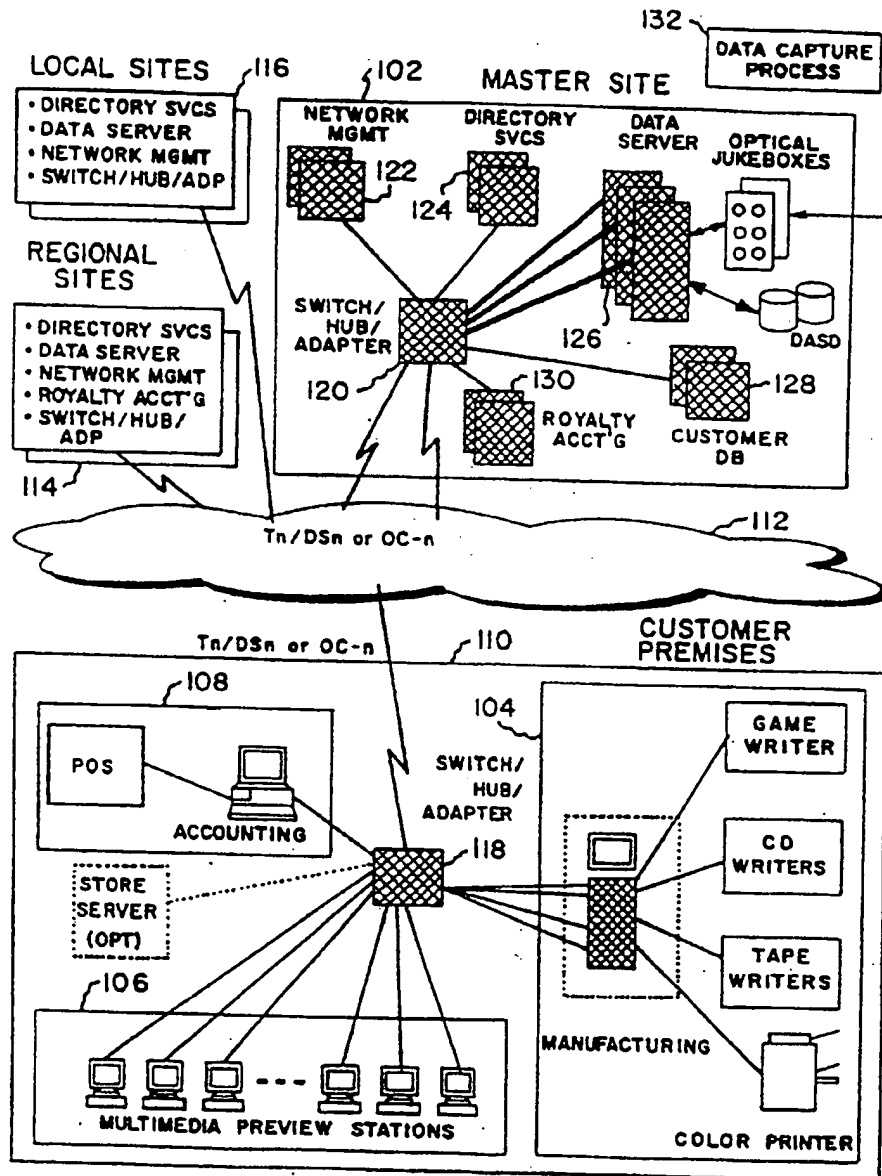


FIG. 1

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## EUROPEAN SEARCH REPORT

Application Number  
EP 94 30 7596

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
1 X	EP-A-0 195 098 (FPDC INC.) 24 September 1986 * page 1, line 1 - page 6, line 31; claims	1-11,13	G07F17/16 G06F17/60 G06F17/30
Y	---	14-16	
3 A	IEEE COMMUNICATIONS MAGAZINE, vol. 26, no. 6, June 1988 NEW YORK, NY USA, pages 27-44, J. IRVEN ET AL : 'Multi-Media Information Services: A Laboratory Study' * page 32, column 2, line 11 - page 33, column 1, line 40; figures 1,2 *	1-11,13	
1 A	US-A-4 787 050 (T. SUZUKI) 22 November 1988 * the whole document *	1,4	
A	* figure 4A *	14-16	
1 A	US-A-5 237 157 (J. KAPLAN) 17 August 1993 * the whole document *	1,4,11	TECHNICAL FIELDS SEARCHED (Int.Cl.6)
Y	---	14-16	G06F G07F
2 A	EP-A-0 564 736 (HALLMARK CARDS) 13 October 1993 * page 3, line 41 - line 44; claims	1-11,13	
Y	1,2,8,12,14 *	14-16	
2 A	WO-A-92 02888 (ROSS HARVEY M) 20 February 1992 * the whole document *	1-11,13-16	
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 14 June 1995	Examiner Fournier, C
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons</p> <p>A : member of the same patent family, corresponding document</p>			

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